



Time Warner Cable New Leadership Orientation Training

Time Warner Cable's Need

Time Warner Cable (TWC) is the second-largest cable operator in the U.S. and an industry leader in developing and launching innovative video, data, and voice services. TWC wanted to develop a consistent process for educating new and existing corporate-level managers (called "people leaders") on human resources policies and procedures. Prior to this initiative, TWC people leaders were taught informally by a group of experts from the HR team who mainly conducted telephone calls and WebEx presentations and performed on-the-job support. But there was no formal way of delivering training to people leaders, so learning was fragmented.

TWC wanted to utilize its new learning management system (LMS) to create consistency and present the subject matter expertise in a more structured, repeatable format. The company also wished to increase productivity of leaders by offering the information in a central location.

The ABR Solution

Accelerated Business Results (ABR) developed a blended and fully customized New Leader Orientation training solution for TWC, including structuring the instructional design; writing, programming, and implementing an e-learning module; and designing and delivering an instructor-led training session. ABR also provided support materials such as skill guide cards, checklists, and e-magazines to reinforce learning on-the-job.

The e-learning module introduced the New Leader Orientation training solution to people leaders and set the stage for what they would learn and why this material was important. It focused on the following HR topics:

- Recruitment
- Performance Management
- Corrective Action
- Compensation Management
- Rewards and Recognition

The 1.5-day instructor-led training session reviewed the concepts presented in the e-learning module and provided opportunities for people leaders to practice and apply their skills. People leaders were asked to complete pre-work with cases of potential new hires, and in the actual session they participated in relevant role plays and worked through the whole lifecycle of an employee by applying their experience and knowledge from the training.

How ABR Helped Time Warner Cable

Before ABR's New Leader Orientation solution, the process for training managers was inconsistent, and new people leaders had to ask the HR team for answers to many fundamental questions. This method limited the productivity of both people leaders and HR team members. ABR standardized this training process and created a relevant solution that met TWC's need for formal training and increased employee productivity.